**(Startup Co. Logo)**

**Startup Co., Inc. Update**

**Month or Period for Update**

**TL/DR:**

* One or two sentence summary of the most important takeaways from this update. These are things you absolutely want your investors to know.
* Use a sentence or two to give your general impression of the state of mind of the founders/team – honesty is important – investors can’t help if they don’t know what’s happening.
* If there is an urgent ask you don’t want folks to miss, put it here (might highlight it for effect).

**Highlights for the Period:**

* What are the biggest wins/positives from the reporting period? Why should we all be excited to celebrate?
* If you are using KPIs or OKRs, talk about the ones you hit and why they are important milestones.
* Outside of your strategic highlights, is there anything else you think is important to share/celebrate? If so, add it!

**Lowlights for the Period:**

* What are the biggest challenges you faced in the period and what do they mean going forward?
* What specific goals did you miss and why did you miss them? Are you worried or optimistic?
* As with above, is there any other news that isn’t tied to strategic operations that you think is worth sharing – example: you lost a key employee or customer.
* NOTE: Be honest here and never hide bad news. It is always best to rip the band aid as time is a valuable resource. Face problems head on.

**KPIs/Metrics/OKRs**

*Here you will summarize the key metrics you and your investors have agreed upon that indicate the health of the company.*

**Key Metric/KPI/OKR** *(example: Customer Satisfaction Survey Results / Active User Growth / Revenue Targets)*

* *Post the graph or chart – if applicable*
* *Give a short analysis (1-4 sentences) to contextualize the data)*
* *Note: You should have a section for each of the key metrics you have agreed to track for this period. It is good to work with your investors/board to craft meaningful metrics and to keep them consistent over time to allow investors to see trends.*

**Looking Ahead:**

* What are the key activities you anticipate taking place in the coming period? What should investors be looking for you to report on in the next period?
* Have your goals changed? If so, why?

**Asks:**

* You started this in the TL/DR at the top, but here is your opportunity to be more specific about your asks. Where do you need help – be as specific as possible.

**Shout Outs:**

* Give some love to the people who went above and beyond in the reporting period – this can include key employees or key stakeholders/investors who did you a solid

**Brief Financial Update (note: only give this to folks who have reporting rights):**

* Cash Balance at the end of the reporting period
* 3-month average monthly cash burn
* List any big expenditures that might impact your cash position in the coming period